



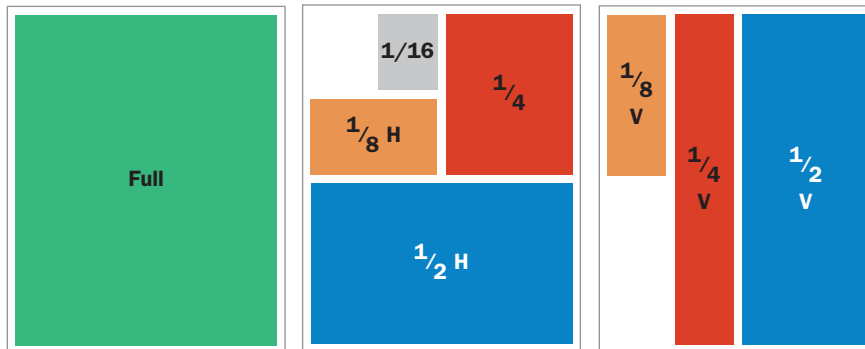
Kids + Communities = Our Future

Publication Schedule 2010 – 2011

August 4 October 6 December 1 February 2 April 6 June 1 August 3 October 5 December 7

Advertising Rates Are Per Ad

Choose Frequency:	12x	6x	3x	1x	
Premium Placements (full page, color only)					
Back Cover	\$1,491	\$1,747	\$1,964	\$2,130	
Page Two, Page Three, Inside Back	\$1,298	\$1,521	\$1,689	\$1,855	
Black & White – (Full Color add \$160 to black & white pricing)					
Full	10.5" x 12.5"	\$823	\$964	\$1,081	\$1,175
1/2 H	9.7" x 5.6"	\$462	\$541	\$607	\$660
1/2 V	4.75" x 11.3"	\$462	\$541	\$607	\$660
1/4 H	4.75" x 5.6"	\$263	\$308	\$345	\$375
1/4 V	2.3" x 11.3"	\$263	\$308	\$345	\$375
1/8 H	4.75" x 2.7"	\$139	\$162	\$182	\$198
1/8 V	2.3" x 5.6"	\$139	\$162	\$182	\$198
1/16	2.3" x 2.7"		\$83		
(1/16 must run 6x @\$83 each time with no ad copy changes)					
Directory Listings Ask Sales Representative					



Inserts \$55 per 1,000. Ask for specific details.
 Please note the rates are the same for all of our publications except maps and glossy covers.
 Ask your account executive for rates.

Specifications: Web offset, 85 linescreen on newsprint, with saddle stitching.
 Trim: 10.5" x 12.5" Live: 10" x 12" Bleed: 11" x 13"

School News Roll Call, LLC

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